

Acres of Opportunity – A Grassroots Approach to Food Systems Development

The Catawba Farm and Food Coalition (CFFC) has been working to strengthen the food economy of South Carolina's Catawba Region for over 5 years. CFFC, a registered non-profit organization, focuses programming delivery on producer and consumer education, local food sales and marketing, food policy and planning and agribusiness development projects.

A major focus of CFFC is connecting local producers with new market opportunities. These initiatives include:

- The Catawba Fresh Market, an online farmers market serving direct to consumer customers throughout the region.
- The Catawba Fresh Food Hub, connecting farmers to wholesale buyers in the region and the state through membership in the South Carolina Food Hub Network.
- The Chester Regional Agribusiness Center, a multi-use "Ag-Campus" in the heart of downtown Chester, SC. This center, managed by CFFC, includes a farmers market, food hub, community garden, shared-use kitchen, and educational space.
- Supporting place-based farmers markets in the region by providing a venue for area farmers market managers to network and receive professional development.

Presenters will provide an overview of the food system of South Carolina's Catawba region, highlight relevant programs and projects, and share lessons learned in community-driven, partnership-focused food system development.

Presenters:

Ben Boyles
Clemson Extension
Catawba Farm and Food Coalition

Gloria Kellerhals
Catawba Farm and Food Coalition